

Ama Berkoh

Digital/ UX Designer

Passionate about UX/UI & crafting user-centric designs with a strong emphasis on accessibility.

Location

Sydney, Australia

amaberkoh@outlook.com

www.abbkh.com

Education

Florida Atlantic University

2019

One semester - Study Abroad Program
Facilitated by UTS & FAU.

University of Technology Sydney

2020

B.S. in Public Communication (PR & Digital and Social Media)

Google UX Design Professional Certificate

2021

Skills

DESIGN

Figma

Unbounce

Elementor

Sketch

Adobe Creative Suite

InVision

RESEARCH

UX Research

UX Design

Competitive Analysis

Rapid Prototyping

Usability Testing

PROGRAMMING

HTML

CSS

Javascript

Summary

Passionate digital designer committed to crafting inclusive and accessible user experiences in the B2B SaaS sector. Recognising the importance of diversity and inclusivity, I champion designs that are not only visually appealing but also considerate of users with varying abilities and needs.

Through close collaboration with clients and stakeholders, I prioritize understanding diverse user demographics, ensuring that every design decision is informed by empathy and inclusivity.

A cornerstone of my practice is collaboration with developers, copywriters, product managers, and marketing managers to ensure the smooth implementation of designs across platforms, maintaining design consistency and functionality. My commitment to continuous improvement is evident in my proactive approach to staying updated with industry trends and best practices.

I ensure the seamless implementation of accessible design features, fostering an environment where accessibility is not an afterthought but an integral part of the design process. By staying informed about the latest advancements in accessibility technology and design, I strive to push the boundaries of inclusivity and accessibility in UX/UI design.

As a firm believer in the power of design to drive positive social change, I am dedicated to leveraging my skills to create digital experiences that are not only beautiful and functional but also equitable and inclusive for all users.

Experience

Digital Rhinos • Head of Design

September 2023 - Present

Digital Designer July 2022- September 2023

Jr Graphic Designer May 2021 - July 2022

Specialised in designing high-converting landing pages, dynamic marketing assets, and intuitive user interfaces. Adept at utilizing Unbounce and HubSpot, incorporating Conversion Rate Optimisation (CRO), and committed to design best practices and user experience (UX).

- Led the design process for multiple landing pages, ensuring alignment with brand guidelines, optimising for conversions, and utilizing best practices in UX/UI design.
- Head in charge on the end-to-end design of B2B SaaS marketing collateral, including website assets, email campaigns, and social media graphics.
- Prioritised UX in the research process, conducting thorough analyses of websites to identify user pain points and opportunities for improvement.
- Using Conversion Rate Optimisation (CRO) projects to enhance user engagement and increase conversion rates, resulting in a great improvement in lead generation.
- Collaborated closely with cross-functional teams including developers, marketers, and product managers to gather requirements and deliver designs that meet business objectives.
- Frequent design of comprehensive wireframes, mockups, and prototypes using industry-standard tools such as Unbounce, Adobe XD, Sketch, or Figma to communicate design concepts effectively.

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Javascript

Freelance Designer

June 2020 - Present

Working as a freelance graphic designer for multiple clients and startups that consist of illustrations, UI designs, logos, websites, motion graphics posters, and a wide variety of social media content.

DEC PR • Public Relations Intern

September 2019 - October 2019

- Aided with sample traffic activity, contacting influencers, industry insights and media monitoring.
- Developed comprehensive and professionally researched media lists of at least 50+ contact per list using Telum.

[October 2017 - September 2019 (Worked In Retail & Went on Study Abroad Exchange Program (2019))]

Resolution Media • Digital and Social Media Intern

August 2017 - October 2017

- Analytics to draw user insights and identify and understand existing weak points, on the company's website to drive further engagement rate.
- Designed company social media accounts (e.g. Facebook, Twitter, LinkedIn, YouTube, Flickr, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within communities.
- Worked with digital media team to offer support for accurate execution of campaigns to meet